



transmitting the handle from the second location to a server;

at the second location, receiving from the server the media object identified by the handle; wherein the rendering step comprises:

optionally, displaying the media object at the second location when the media object contains a visual portion; and

optionally, producing audio corresponding to the media object at the second location when the media object contains an audio portion.

5. (Previously presented) The method as in claim 1 wherein the media object identified by the handle is available locally at the second location, wherein the rendering step comprises the steps of:

optionally, displaying the media object at the second location when the media object contains a visual portion; and

optionally, producing audio corresponding to the media object at the second location when the media object contains an audio portion.

6. (Original) The method as in claim 1, wherein the handle includes at least one of the following identifiers:

an object-id specifying a location of the media object;

a sku-id identifying a product number for the media object;

a distributor-id identifying a distributor associated with the media object;

a retailer-id identifying a retailer associated with the media object;



transmitting the handle to at least one second location over the network; and

rendering the media object at the second location using the handle.

10. (Original) The method as in claim 9 wherein the step of rendering the media object at the second location comprises the steps of:

obtaining permission to render the media object at the second location from the at least one value-chain participant;

rendering the media object at the second location in accordance with such permission.

11. (Original) The method as in claim 9 wherein the step of rendering the media object at the second location comprises the steps of:

transmitting the handle from the second location to a server;

at the second location, receiving from the server the media object identified by the handle;

optionally, displaying the media object at the second location when the media object contains a visual portion; and

optionally, producing audio corresponding to the media object at the second location when the media object contains an audio portion.

12. (Original) The method as in claim 9, wherein the handle includes at least one of the following identifiers:

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- a carrier-id identifying a carrier associated with the media object;
- a disk-id identifying a disk containing the media object;
- a user-id identifying a user associated with the media object;
- an absolute-time-id specifying the absolute time when the handle is transmitted;
- a temporal-location-id specifying the amount of the media object rendered when the handle is transmitted; and
- a temporal-state-id specifying the state of the media object when the handle is transmitted.

16. (Previously presented) The method as in claim 13 further comprising the steps of:

computing a transport time as the difference between a current absolute time and an absolute time when the handle was transmitted; and

at the second location, rendering the media object at a position within the media object corresponding to a temporal location incremented by the transport time.

17- 28. (Canceled)

29. (New) The method as in claim 13, wherein the rendering of the media object at the second location happens at the same time as the rendering of the media object at the first location.